

### In the Claims

1-11. (cancelled)

12. (new) A hook and loop connector piece, comprising:

a support strip with opposite first and second sides and first and second longitudinal edges;

hooking elements located on said first side of said support strip;

at least one cover strip on said second side of said support strip, said strip having at least one free side edge area extending beyond said first longitudinal edge of said support strip and being folded over itself along a fold line extending in a longitudinal direction and folded in a direction of said support strip, an end edge of said free side edge area facing said first longitudinal edge of said support strip; and

a plurality of individual projecting rods for forming a connection with molded foam extending from said cover strip in a direction away from said hooking elements, said rods being free of additional projections, each of said rods having a cylindrical middle part transitioning on a head side into a convex head part and ending on a foot side via a concave foot part in a strip-shaped support part integrally connected thereto.

13. (new) A hook and loop connector piece according to claim 12 wherein

said rods are arranged in longitudinal rows and transverse rows with distances between adjacent rods of one longitudinal row and one transverse row being equal.

14. (new) A hook and loop connector piece according to claim 12 wherein each of said rods has a height of approximately 200 to 600  $\mu\text{m}$ , and a diameter of approximately 200 to 250  $\mu\text{m}$ .
15. (new) A hook and loop connector piece according to claim 14 wherein said height is approximately 400  $\mu\text{m}$ .
16. (new) A hook and loop connector piece according to claim 12 wherein said support part is one of said support strip, connected to said support strip, and connected to said cover strip.
17. (new) A hook and loop connector piece according to claim 12 wherein said free side edge area is wider than said support strip and extends along a back thereof.
18. (new) A hook and loop connector piece according to claim 17 wherein said cover strip is located between said rods and said support strip.
19. (new) A hook and loop connector piece according to claim 12 wherein said free side edge area being folded over has a height greater than a height of said hooking elements.
20. (new) A hook and loop connector piece according to claim 12 wherein the piece has ferromagnetic properties; and

a metal wire is embedded as a stiffening profile into an adhesive layer connecting said support strip and said cover strip.

21. (new) A hook and loop connector piece according to claim 12 wherein a coating improving adhesion to molded foam at least partially covers said rods.

22. (new) A hook and loop connector piece according to claim 21 wherein said coating is applied by one of a plasma process, a corona process and a gas fluorination process.